

Taschen
ALL-AMERICAN ADS 50S

Jim Heimann, Steven Heller
MI

hardcover

2018

cm 19,6 x 25,5, 680 pp.

English, French, German

9783836551328

30.00€

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ALL-AMERICAN ADS 50S

Advertising in the Atomic Age

From “The World’s Finest Automatic Washer” to the Cadillac which “Gives a Man a New Outlook”

As McCarthyism swept across the United States and capitalism was king, **white America enjoyed a feeling of pride and security that was reflected in advertising**. Carelessly flooding society with dangerous misinformation, companies in the 50s promoted everything from vacations in Las Vegas, where guests could watch atomic bombs detonate, to cigarettes as healthy mood-enhancers, promoted by a baby who claims his mother feels better after she smokes a Marlboro.

From “The World’s Finest Automatic Washer” to the Cadillac which “Gives a Man a New Outlook,” you’ll find **a colorful plethora of ads for just about anything the dollar could buy**. Oh, and “Have you noticed how many of your neighbors are using Herman Miller furniture these days?” If only you could really travel back in time and pick up a few chairs for your collection...

The editor:

Jim Heimann is the Executive Editor for TASCHEN America. A cultural anthropologist, historian, and an avid collector, he has authored numerous titles on architecture, pop culture, and the history of Los Angeles and Hollywood, including TASCHEN’S *Surfing, Los Angeles, Portrait of a City*, and the best selling *All American Ads* series.

The contributing author:

Steven Heller is the co-chair of the School of Visual Arts MFA Designer as Author Program. For 33 years he was an art director for *The New York Times*, and currently writes the “Visuals” column for *The New York Times Book Review*. He is the author of 120 books on graphic design, illustration, and satiric art.

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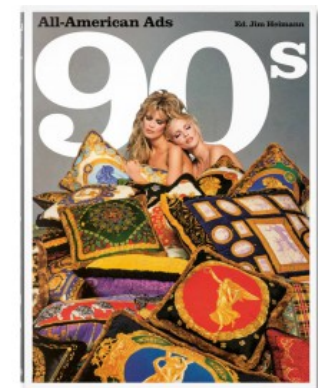
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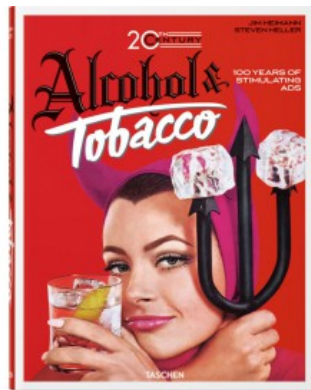
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